

To Whom It May Concern:

Rady Children's Hospital-San Diego is a non-profit 501 (c) 3 organization located in Kearny Mesa. In addition to our main campus, Rady Children's has 15 neighborhood centers offering primary care and specialized services. Rady Children's is active in numerous community outreach programs, including health education, early intervention and counseling, child abuse prevention and child safety issues. Many of these programs have been promoted by KNSD-NBC 7/39.

Rady Children's is San Diego region's only designated pediatric trauma center and the only area hospital dedicated solely to pediatric care. Our goal is to help create a region where all children go to school healthy and ready to learn how to be productive, responsible citizens. Today's children are tomorrow's leaders. Since Rady Children's first opened its doors in 1954, our mission has been "to restore, sustain and enhance the health and developmental potential of children through excellence in care, education, research and advocacy."

Rady Children's Hospital-San Diego has partnered with KNSD-NBC 7/39 for more than 15 years. During this time, especially in the past three years, the station has done the following to positively assist in achieving our mission:

- Promoted and assisted in coordination of Union-Tribune Kids' NewsDay (UTKND) event. UTKND is a special edition of the Union-Tribune that covers the advances being made at Rady Children's Hospital-San Diego. KNSD-NBC 7/39 provides promotional spots and day of coverage for this event as well as a providing a staff member to attend bi-monthly meetings leading up to the event.
- Promoted and assisted in coordination of Fantasy on Ice, an ice rink created to raise Funds for the Cancer Care Center at Rady Children's Hospital-San Diego. In addition to PSA's and live on-site segments, KNSD-NBC 7/39 created a special one hour program, *Holidays on Horton Square*, in order to promote this event and cause. This programming is extremely family friendly and has encouraged community participation.
- Compiled news stories about local patients at Rady Children's Hospital-San Diego promoting pediatric healthcare.
- Offered KNSD-NBC 7/39 talent to emcee various fund-raising events.
- Aired both Public Service Announcements as well as paid advertising at the request of Rady Children's Hospital-San Diego.

We are privileged to have KNSD-NBC 7/39 as a media partner. We are grateful for how they support our organization.